

# Innovation at the Intersection between Science and Industry in Covid-Transition 2022

## UAS7 at the center of the conversation

In Fall 2021, UAS7 summoned innovation experts from business and academia working on four continents to share their messages on the future of applied sciences' potential to innovate. UAS7 has summed up those views in five pivotal theses.

### **1) Universities with an applied focus remain important motors of economic development & networking hubs**

The pandemic accelerated a variety of trends and universities of applied sciences are there to support with innovative curricula and flexible graduates. The interlinked nature of universities of applied sciences with regional economic and other third-party organizations makes them important drivers of innovation.

### **2) Real impact through innovation: entrepreneurship and intrapreneurship as values**

The pandemic led to accelerated workplace trends such as digitalization, lifelong learning, and more flexible skills-based hiring structures, and generally new agile forms of project management. Online and short-term experiential learning formats are booming. Universities with applied focus support these trends by expanding applied curricula, by broadening their range of lifelong/ short-term learning formats, through start-up support, research innovation and more.

### **3) Increased job flexibility during the pandemic change employee expectations and motivation**

Where they didn't lead to devastating job losses, pandemic circumstances accentuated and accelerated innovative forms of employer-employee relations, including a stronger emphasis on quality-of-life

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provisions for employees such as family provisions, work-life-balance trends and mental health services. Universities with an applied focus can help propel new flexible relations with their programming, and by educating a flexible, adaptable, future workforce that enters the conversation between employers and employees.

### **4) The new global: virtual work and virtual learning**

While partly expanding existing trajectories, the hybrid nature of these trends is accelerated during Covid-transition. Virtual employment solutions will stay, opening new pools of labor sources through remote working opportunities. Virtual learning opportunities become globally accessible. Universities with an applied focus are best equipped to support as they are designed to adapt to and support sudden changes in society.

### **5) Yet human connection(s) and trust are key: the regional stays relevant**

Going forward, trust remains vitally important: between university/ non-university partners, employers and employees, students and teachers. Face-to-face meetings to support existing and foster new relationships. Universities remain important regional hubs that provide physical proximity to relevant actors, but may create their own, powerful hybrid global networks.

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